



StartUpSync

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INTRODUCTION

StartUpSync is a lightweight, student-focused web platform designed to help early-stage innovators validate and refine startup ideas. It provides idea scoring, pitch generation, mentor discovery, and a community dashboard — all within a clean and minimal interface.

This prototype has been developed using HTML, CSS, JavaScript, PHP, and MySQL to demonstrate essential flows of ideation and community engagement.

Scope of the Project (SDG Alignment & Real-World Problem)

Selected SDG: *SDG 8 – Decent Work and Economic Growth*

Many students have innovative ideas but lack access to structured feedback, mentorship, and tools that help convert ideas into viable projects. This platform supports youth entrepreneurship by offering:

- Idea scoring
- Pitch templates
- Mentor discovery
- Community dashboard

By encouraging innovation and early-stage entrepreneurial thinking, StartUpSync contributes to SDG 8 by promoting employability, skill-building, and economic growth.



Project Overview

StartUpSync is a responsive multi-page prototype featuring:

- Idea submission with scoring
- One-click pitch generation
- Static mentor discovery interface
- Community dashboard for posts
- User signup/login using PHP & MySQL
- Consistent branding and responsive layout

Brief Description of the Website

- **Home Page:** Highlights features and navigation.
- **Idea Engine:** Input box, JS-based heuristic scoring, modal output.
- **Pitch Generator:** Structured pitch creator with copy/download options.
- **Mentors Page:** Static listings; future-ready matchmaking design.
- **Dashboard:** Prototype community posts with like/comment toggles.
- **Authentication:** Login/signup with PHP sessions and MySQL database.
- **Profile:** Displays user initials after successful login.



Number of Pages

A total of **7 main pages** were created:

1. index.php
2. idea_engine.php
3. pitch_generator.php
4. mentors.php
5. learning.php
6. dashboard.php
7. login.php / signup.php / profile.php / logout.php (authentication pages)

Features Implemented

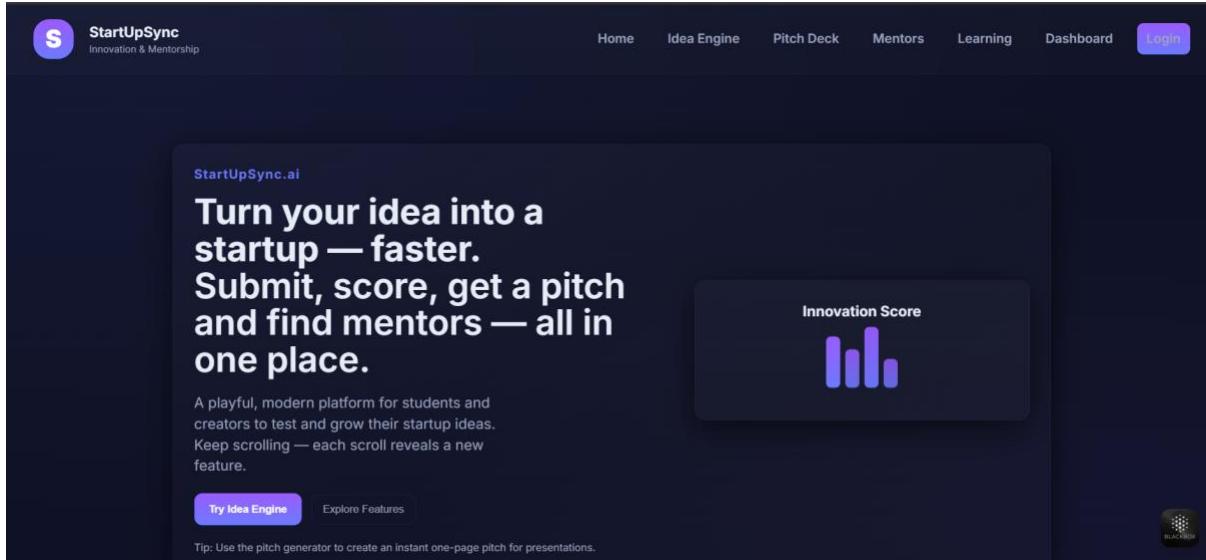
- Fully responsive dark UI with gradients and glassmorphism
- Fixed navigation bar
- Scroll-based reveal animations
- Idea Engine with JS-based scoring
- Pitch Generator with export options
- Dashboard with like/comment UI
- PHP + MySQL user authentication
- LocalStorage saving in Idea Engine
- Client-side and server-side form validation



Tools Used

- **Editor:** Visual Studio Code / Notepad++
- **Languages:** HTML5, CSS3, JavaScript, PHP
- **Database:** MySQL (phpMyAdmin)
- **Server:** Apache (XAMPP)
- **Version Control:** Git / GitHub (optional)
- **Local Images:** Used for posts and UI demo

Website Pages (Screenshots)



The screenshot shows the homepage of StartUpSync, a platform for innovation and mentorship. The header features the logo "StartUpSync" with the tagline "Innovation & Mentorship" and a "Login" button. The main section has a dark background with white text. It reads "StartUpSync.ai" and "Turn your idea into a startup — faster. Submit, score, get a pitch and find mentors — all in one place." Below this, a subtext says: "A playful, modern platform for students and creators to test and grow their startup ideas. Keep scrolling — each scroll reveals a new feature." At the bottom, there are two buttons: "Try Idea Engine" and "Explore Features". To the right, there is a callout box titled "Innovation Score" with a bar chart icon. A small "Tip" note at the bottom says: "Tip: Use the pitch generator to create an instant one-page pitch for presentations." The footer contains the "WUCLAB" logo.



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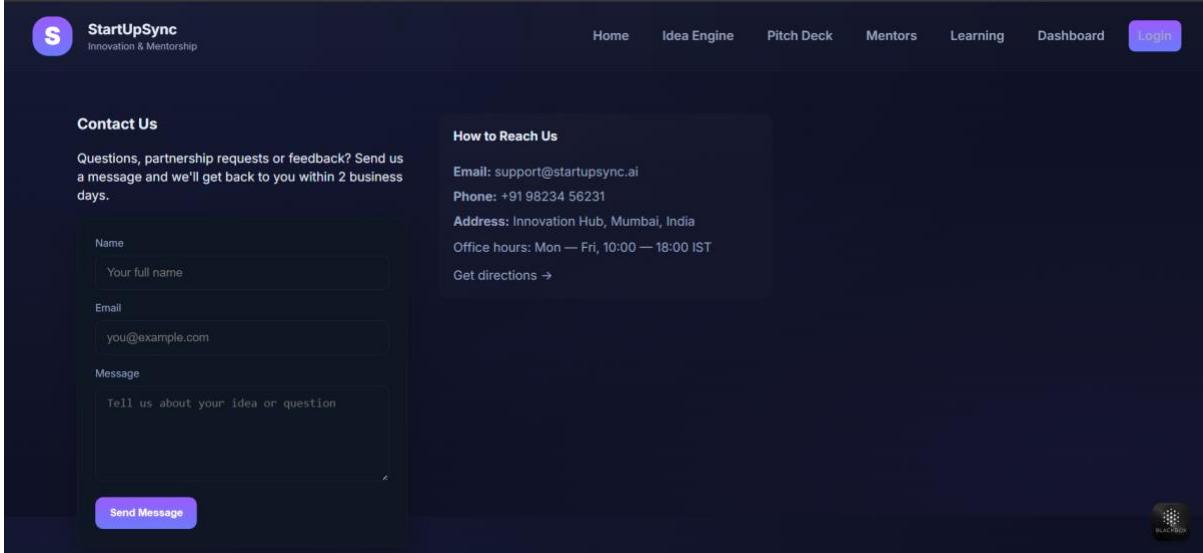
The StartUpSync homepage features a dark blue header with the logo and navigation links: Home, Idea Engine, Pitch Deck, Mentors, Learning, Dashboard, and Login. The main content area has a light gray background. On the left, there's a callout box for the "Idea Engine — Instant Scoring & Feedback". It contains text about the engine calculating Innovation, Feasibility, and Market Fit, and includes buttons for "Open Idea Engine" and "See Pitch Deck". On the right, there's a dark purple callout box with the text "Type an idea → Get a score". A small "BLACKBIRD" logo is in the bottom right corner of the page.

The StartUpSync homepage features a dark blue header with the logo and navigation links: Home, Idea Engine, Pitch Deck, Mentors, Learning, Dashboard, and Login. The main content area has a light gray background. On the left, there's a callout box for the "Pitch Deck Generator". It contains text about automatically creating a clean one-page pitch and includes a button for "Generate Sample Pitch". On the right, there's a dark purple callout box with the text "One-click pitch". A small "BLACKBIRD" logo is in the bottom right corner of the page.

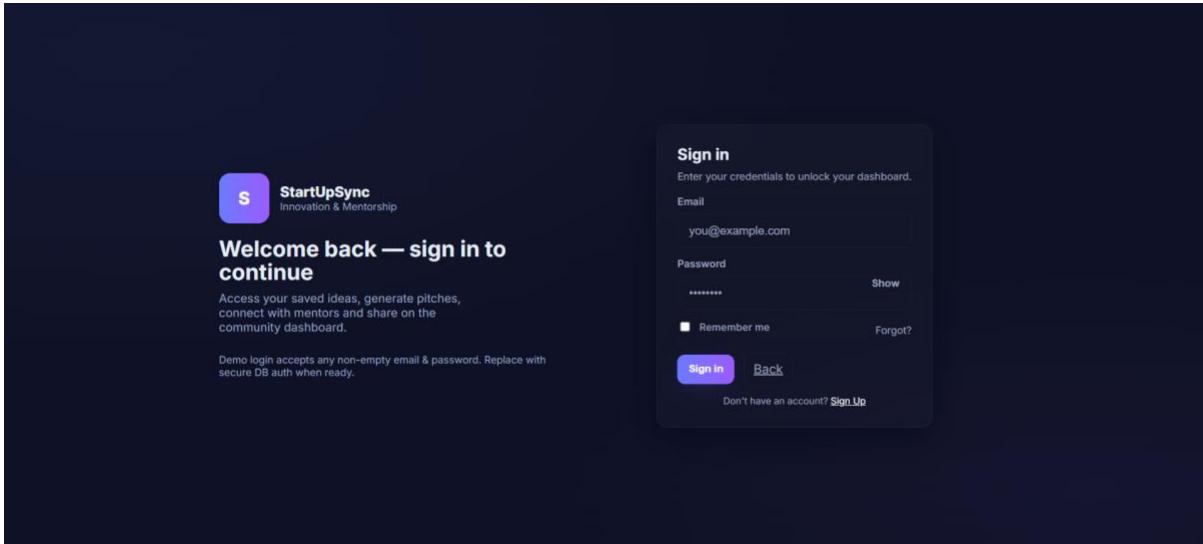


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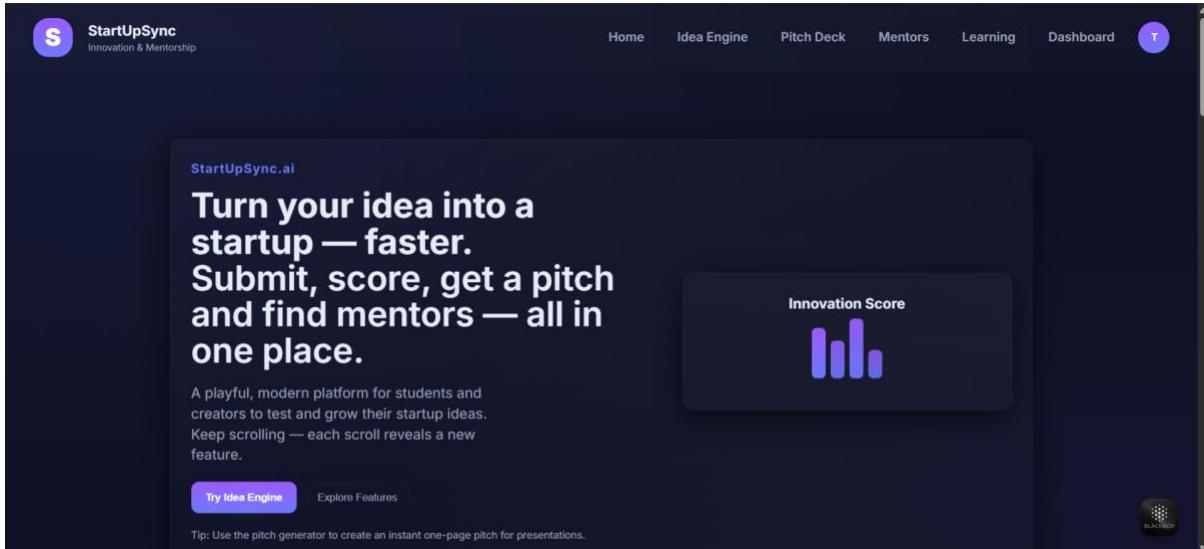
The screenshot shows the "Contact Us" section of the StartUpSync website. At the top, there is a purple header bar with the StartUpSync logo and navigation links: Home, Idea Engine, Pitch Deck, Mentors, Learning, Dashboard, and a purple "Login" button. Below the header, the "Contact Us" section has two main columns: "Contact Us" on the left and "How to Reach Us" on the right. The "Contact Us" column contains fields for Name (placeholder: "Your full name"), Email (placeholder: "you@example.com"), and a large "Message" area with placeholder text ("Tell us about your idea or question"). A blue "Send Message" button is located at the bottom of this column. The "How to Reach Us" column provides contact information: Email (support@startupsync.ai), Phone (+91 98234 56231), Address (Innovation Hub, Mumbai, India), and Office hours (Mon — Fri, 10:00 — 18:00 IST). It also includes a "Get directions →" link. In the bottom right corner of the page, there is a small "BLACKBIRD" logo.



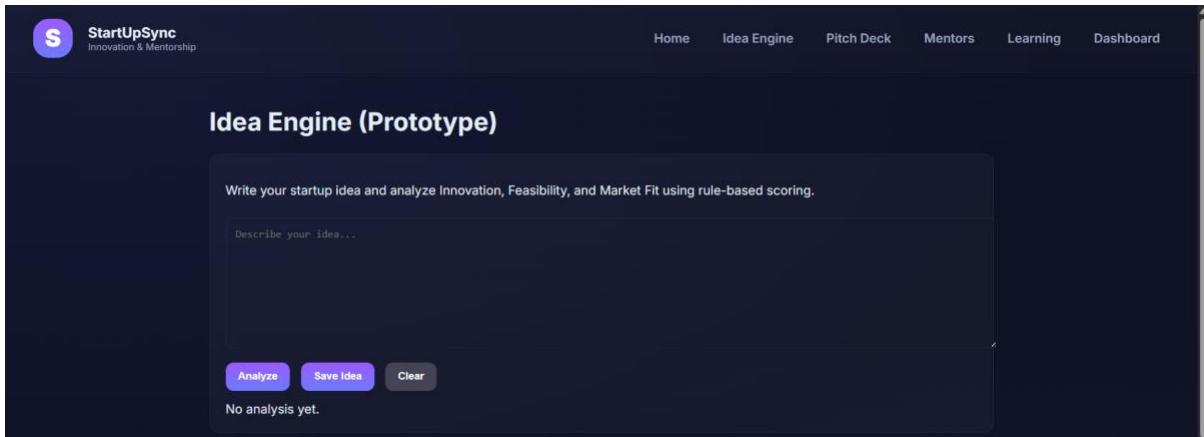
The screenshot shows the "Sign in" page of the StartUpSync website. At the top, there is a purple header bar with the StartUpSync logo and navigation links: Home, Idea Engine, Pitch Deck, Mentors, Learning, Dashboard, and a purple "Login" button. Below the header, the "Sign in" section has a "Welcome back — sign in to continue" message. It asks users to enter their credentials to unlock the dashboard. The form includes fields for "Email" (placeholder: "you@example.com") and "Password" (placeholder: "*****"). There is a "Show" link next to the password field. Below the fields are "Remember me" and "Forgot?" checkboxes. At the bottom of the form are "Sign in" and "Back" buttons. A note at the bottom states: "Demo login accepts any non-empty email & password. Replace with secure DB auth when ready." A "Don't have an account? Sign Up" link is also present.



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The StartUpSync homepage features a dark blue header with the logo "StartUpSync Innovation & Mentorship" on the left and navigation links "Home", "Idea Engine", "Pitch Deck", "Mentors", "Learning", and "Dashboard" on the right. A purple circular icon with a white letter "T" is positioned in the top right corner. The main content area has a dark background with white text. It displays the slogan "Turn your idea into a startup — faster. Submit, score, get a pitch and find mentors — all in one place." Below this, there is a brief description: "A playful, modern platform for students and creators to test and grow their startup ideas. Keep scrolling — each scroll reveals a new feature." At the bottom of this section are two buttons: "Try Idea Engine" and "Explore Features". To the right, there is a graphic titled "Innovation Score" showing a bar chart with three blue bars of increasing height. A small tip at the bottom says: "Tip: Use the pitch generator to create an instant one-page pitch for presentations."

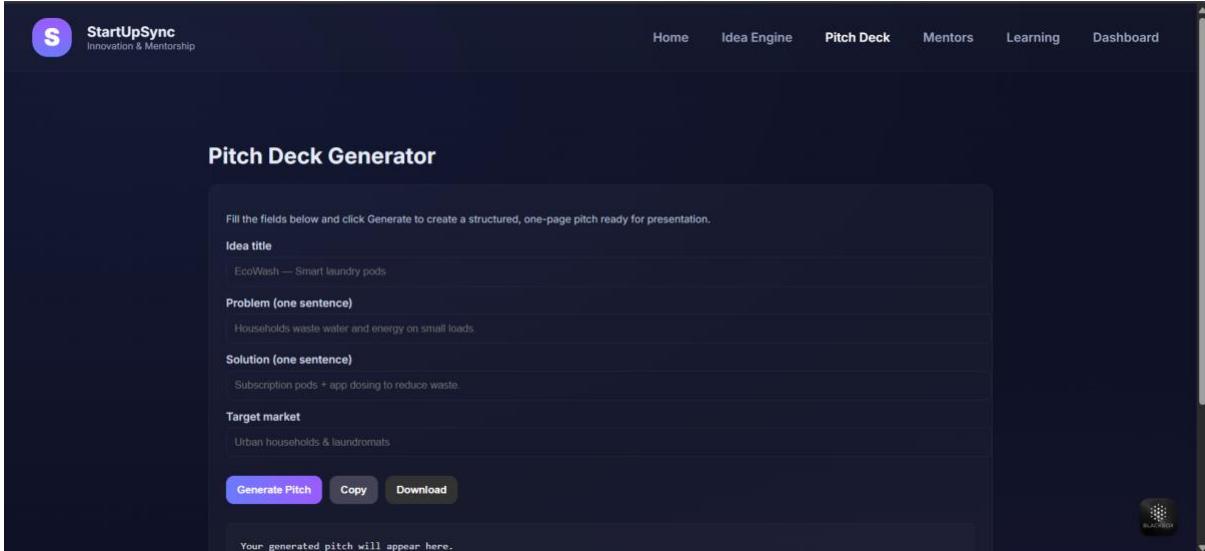


The "Idea Engine (Prototype)" page has a dark blue header with the "StartUpSync Innovation & Mentorship" logo and navigation links "Home", "Idea Engine", "Pitch Deck", "Mentors", "Learning", and "Dashboard". The main content area has a dark background with white text. It starts with the instruction "Write your startup idea and analyze Innovation, Feasibility, and Market Fit using rule-based scoring." Below this is a text input field with the placeholder "Describe your idea...". At the bottom of the input field are three buttons: "Analyze", "Save Idea", and "Clear". A message "No analysis yet." is displayed below the buttons. The overall design is clean and modern, using a minimalist color palette of dark blues, whites, and purples.

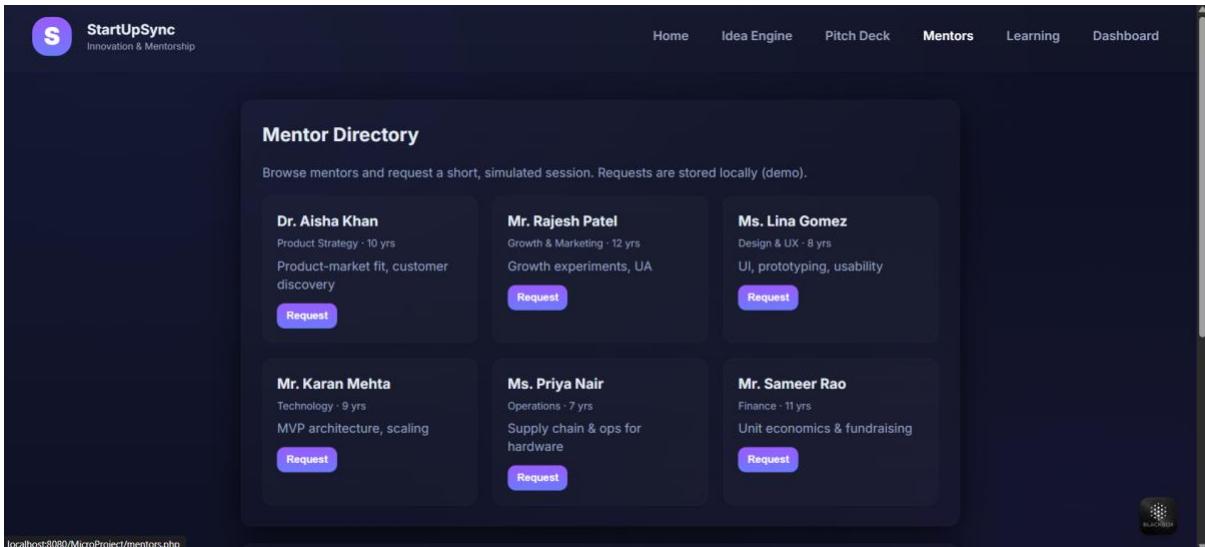


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The screenshot shows the StartUpSync Pitch Deck Generator interface. At the top, there is a navigation bar with links: Home, Idea Engine, Pitch Deck (which is highlighted in blue), Mentors, Learning, and Dashboard. On the left, there is a purple circular icon with a white letter 'S' and the text "StartUpSync Innovation & Mentorship". The main content area has a dark background with white text. It starts with a heading "Pitch Deck Generator" and a sub-instruction: "Fill the fields below and click Generate to create a structured, one-page pitch ready for presentation." Below this, there are four input fields with placeholder text: "Idea title" (EcoWash — Smart laundry pods), "Problem (one sentence)" (Households waste water and energy on small loads), "Solution (one sentence)" (Subscription pods + app dosing to reduce waste), and "Target market" (Urban households & laundromats). At the bottom of the form are three buttons: "Generate Pitch" (purple), "Copy" (grey), and "Download" (grey). A note at the very bottom says "Your generated pitch will appear here." In the bottom right corner of the page, there is a small "BLOCKBIRD" logo.



The screenshot shows the StartUpSync Mentor Directory interface. At the top, there is a navigation bar with links: Home, Idea Engine, Pitch Deck, Mentors (which is highlighted in blue), Learning, and Dashboard. On the left, there is a purple circular icon with a white letter 'S' and the text "StartUpSync Innovation & Mentorship". The main content area has a dark background with white text. It starts with a heading "Mentor Directory" and a sub-instruction: "Browse mentors and request a short, simulated session. Requests are stored locally (demo)." Below this, there are six mentor profiles arranged in two rows of three. Each profile includes the mentor's name, years of experience, a brief description, and a "Request" button. The mentors listed are:

Dr. Aisha Khan	Mr. Rajesh Patel	Ms. Lina Gomez
Product Strategy · 10 yrs Product-market fit, customer discovery Request	Growth & Marketing · 12 yrs Growth experiments, UA Request	Design & UX · 8 yrs UI, prototyping, usability Request
Mr. Karan Mehta	Ms. Priya Nair	Mr. Sameer Rao
Technology · 9 yrs MVP architecture, scaling Request	Operations · 7 yrs Supply chain & ops for hardware Request	Finance · 11 yrs Unit economics & fundraising Request

In the bottom right corner of the page, there is a small "BLOCKBIRD" logo. At the very bottom left, there is a URL: "localhost:8080/MicroProject/mentors.php".



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The screenshot shows the 'Learning Modules' section of the StartUpSync platform. At the top, there is a purple header bar with the 'StartUpSync' logo and the tagline 'Innovation & Mentorship'. Below the header, the main content area has a dark background. It displays three learning modules in cards:

- Module 1 — Problem Discovery**
Learn how to find real customer problems.
[Mark Complete](#)
- Module 2 — Build an MVP**
Plan a minimal version to validate assumptions.
[Mark Complete](#)
- Module 3 — Pitch & Metrics**
How to craft a one-page pitch and measure traction.
[Mark Complete](#)

A small 'BLOCKED' icon is visible in the bottom right corner of the main content area.

The screenshot shows the 'Community Dashboard' section of the StartUpSync platform. At the top, there is a purple header bar with the 'StartUpSync' logo and the tagline 'Innovation & Mentorship'. Below the header, the main content area has a dark background. It displays three community posts in cards:

- Ananya** 2 hours ago
AI Garden Watering System
A smart irrigation system that waters plants based on moisture and sunlight prediction to save water.
[Like](#) [Comments](#)
- Rohan** 1 day ago
Campus Ride Sharing App
Students traveling similar routes can share rides and split costs — safer and cheaper.
[Like](#) [Comments](#)
- Priya** 3 days ago
Smart Bottle Recycler
A machine that gives small rewards when users insert plastic bottles — encourages recycling.
[Like](#) [Comments](#)

A small 'BLOCKED' icon is visible in the bottom right corner of the main content area.



Code Snippets (Important Sections Only)

Database table (Users):

```
CREATE TABLE users (
    id INT AUTO_INCREMENT PRIMARY KEY,
    full_name VARCHAR(150) NOT NULL,
    email VARCHAR(150) NOT NULL UNIQUE,
    password VARCHAR(255) NOT NULL,
    created_at TIMESTAMP DEFAULT CURRENT_TIMESTAMP
);
```

Db.php:

```
<?php
$servername = "localhost";
$username = "root";
$password = "";
$dbname = "startupsync";

$conn = mysqli_connect($servername, $username, $password, $dbname);

if (!$conn) {
    die("Connection failed: " . mysqli_connect_error());
}
?>
```



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Smooth Scroll Helper:

```
<script>
    function scrollToId(id) {
        const el = document.getElementById(id);
        if (el) el.scrollIntoView({ behavior: 'smooth' });
    }
</script>
```

Idea Scorer :

```
<script>
    function analyzeText(text) {
        const words = text.trim().split(/\s+/).filter(Boolean).length || 0;
        let innovation = 40, feasibility = 50, market = 45;
        if (words > 20) { innovation += 10; feasibility += 5; }
        if (/ai|machine learning|blockchain|iot/i.test(text)) innovation += 18;
        if (/market|customers|users|industry|b2b|b2c/i.test(text)) market += 20;
        if (/prototype|mvp|build|develop/i.test(text)) feasibility += 18;
        if (/idea|something|something like/i.test(text)) innovation -= 10;
        innovation = Math.max(0, Math.min(100, Math.round(innovation)));
        feasibility = Math.max(0, Math.min(100, Math.round(feasibility)));
        market = Math.max(0, Math.min(100, Math.round(market)));
        return { innovation, feasibility, market };
    }
</script>
```



Login:

```
<?php
session_start();
if($_SERVER['REQUEST_METHOD']=='POST') {
    $email = trim($_POST['email']);
    $password = $_POST['password'];
    // Replace with DB lookup and password_verify
    // On success:
    $_SESSION['user_name'] = 'DisplayName';
    header('Location: index.php'); exit;
}
?>
```

Challenges Faced & Solutions

- Session header error (session_start() after output): solved by moving session_start() to the top of PHP files before any HTML output.
- Linking pages: corrected wrong relative paths; ensured all pages use .php and consistent filenames.
- Cross-page profile display: stored \$_SESSION['user_name'] in login flow and read it in nav on every page to show initials; added simple JS for profile menu toggling.
- MySQL connectivity during local testing: fixed by setting correct DB name, port and credentials in db.php and ensuring MySQL was running.



- UI consistency (dashboard vs others): unified CSS variables and navbar markup across pages to maintain consistent style.

Learning Outcomes

By completing this Micro Project, we learned to:

- Build multi-page responsive websites
- Work with semantic HTML5
- Apply CSS box model, Flexbox, and Grid
- Write basic JavaScript functions & events
- Handle form data and server-side processing
- Build dynamic, database-driven web pages
- Collaborate within a team

Conclusion

StartUpSync successfully demonstrates how students can transform raw ideas into structured startup concepts using technology. It integrates idea scoring, pitch generation, mentorship discovery, and authentication into a neat prototype. Future improvements include AI-based scoring, real mentor matching, image uploads, and a secure authentication system.



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References

- MDN Web Docs – HTML, CSS, JavaScript
- W3Schools – CSS & JS examples
- PHP.net – Sessions, MySQLi, password hashing
- XAMPP & phpMyAdmin documentation